Transforming Student Success Amid Shifting Demographics

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The Challenge in Front of Us

Baccalaureate Degree Attainment by Age 24 by Family Income Quartile

- **Top Income Quartile**: 82.4%
- **Third Income Quartile**: 36.1%
- **Second Income Quartile**: 16.5%
- **Bottom Income Quartile**: 8.3%

• 32,500 Students on the Atlanta campus
• Research University status achieved in 1995
• 50,000+ Students as of 2016 with Perimeter College Consolidation
Graduation Rates by Race & Ethnicity

Where we were: 2003

- WHITE: 31.6%
- AFRICAN AMERICAN: 25.6%
- HISPANIC: 22%
Changing Demographics: Race & Ethnicity

Underrepresented Minorities

- Fall 2008: 53%
- Fall 2009: 54%
- Fall 2010: 56%
- Fall 2011: 60%
- Fall 2012: 63%
- Fall 2013: 65%
- Fall 2014: 66%
- Fall 2015: 66%
- Fall 2016: 67%
- Fall 2017: 67%
Low-Income Students

Percent of Georgia State Undergraduates on PELL

- Fall 2007: 31%
- Fall 2008: 32%
- Fall 2009: 48%
- Fall 2010: 40%
- Fall 2011: 51%
- Fall 2012: 56%
- Fall 2013: 58%
- Fall 2014: 59%
- Fall 2015: 59%
- Fall 2016: 59%
- Fall 2017: 59%
## Percent of Low-Income Students in Public Schools

<table>
<thead>
<tr>
<th>United States</th>
<th>United States 52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mississippi</td>
<td>71%</td>
</tr>
<tr>
<td>N. Mexico</td>
<td>68%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>65%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>61%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>61%</td>
</tr>
<tr>
<td>Texas</td>
<td>60%</td>
</tr>
<tr>
<td>Georgia</td>
<td>60%</td>
</tr>
<tr>
<td>Utah</td>
<td>59%</td>
</tr>
<tr>
<td>Florida</td>
<td>59%</td>
</tr>
<tr>
<td>S. Carolina</td>
<td>58%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>58%</td>
</tr>
<tr>
<td>Alabama</td>
<td>58%</td>
</tr>
<tr>
<td>California</td>
<td>55%</td>
</tr>
<tr>
<td>N. Carolina</td>
<td>53%</td>
</tr>
<tr>
<td>W. Virginia</td>
<td>52%</td>
</tr>
<tr>
<td>Delaware</td>
<td>51%</td>
</tr>
<tr>
<td>Nevada</td>
<td>51%</td>
</tr>
<tr>
<td>Arizona</td>
<td>51%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>51%</td>
</tr>
<tr>
<td>Illinois</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: Southern Education Fund
SAT SCORES

-33 points
Appropriations Cuts

-$40 million
Are We the Problem?
Challenge: Summer Melt
Summer Melt

Fall 2015

Confirmed GSU Freshman Who Never Attended Any College: 278

Non-white 76%
First Generation 45%
Low Income 71%
Avg. High School GPA 3.34
The Hidden Obstacles to Enrollment

• Federal Financial Aid Application
• Verification Request
• State of Georgia Immunization Proof
• Taking Placement Exams
• Registering for Classes
Personalized Interactions Before Enrollment

Source: EAB

Help us get to know David...
- I work more than 20 hrs. per week
- I'm first in my family to attend college
- English is my second language
- I'm a parent
- I'm a veteran
- I have a disability

next

In high school, what was your...
- favorite class?
- hardest class?
- art
- english/writing
- history
- geography
- math
- music
- phys. ed
- science

What are you interested in?
- community service
- finance & business
- food & cooking
- music & arts
- professional development
- science & technology
- sports
Which resources matter most to you?

- Select any of our student services that interest you, and we'll add appropriate information to your path.

A Few Recommendations:

- **Child Care**
  On campus and nearby child care options to help while you are in class.

- **Commuting Services**
  Learn the different ways you can get to and from campus.

- **First Generation to Attend College**
  Resources to help new students learn the ropes and lingo of college.

- **Student Technologies**
  Get help with all apps, gadgets, and sites that can enhance your campus experience.

All Student Services:

- **Tutoring & Academic Support**
  A great resource for help outside the classroom for your work inside the classroom.

- **Career Guidance**
  Helping you find the right career path and prepare you for the job market. It's never too early to start!

- **Mentorships**
  Helping you connect with experience students who can help guide your way.

- **Housing Services**
  Resources to help you find a place to stay near campus.

- **Clubs and Activities**
  Grow and have fun! Get involved in one of our many on-campus activities.

- **Disability Services**
  Providing support and equipment to qualified students with physical, mental, or educational needs.
24/7 Responses Using a Chat Bot on Smart Devices
One-Year Drop in Summer Melt: 22%

+324 Students
Challenge: Choosing A Major
lost
confused
unsure
unclear
perplexed
disoriented
bewildered
# Academic Guides with Live Job Data

## Program Picker

Take control of your future! Explore majors and certificates that work for you.

### You chose this on your application

<table>
<thead>
<tr>
<th>Program</th>
<th>Classes/Credits</th>
<th>Time to Complete</th>
<th>Financial Aid</th>
<th>Total Tuition</th>
<th>Outcomes</th>
<th>Average Salary</th>
<th>Hiring Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursing A.S.</td>
<td>20 classes / 60 credits</td>
<td>2 years</td>
<td>[Selected]</td>
<td>$9,176 in state</td>
<td>High rate of transfer to 4-year colleges</td>
<td>$38,500 - $51,100 with BA degree</td>
<td>129 job posts</td>
</tr>
<tr>
<td>Medical Office Assistant Certificate</td>
<td>8 classes / 24 credits</td>
<td>1 year</td>
<td>May not be Financial Aid</td>
<td>$3,641 in state</td>
<td>Students seek employment or another stackable certificate</td>
<td>$29,129</td>
<td>137 job posts</td>
</tr>
<tr>
<td>Radiologic Technology A.A.S</td>
<td>20 classes / 55 credits</td>
<td>2 years</td>
<td>[Selected]</td>
<td>$8,850 in state</td>
<td>Most students seek employment post-graduation</td>
<td>$37,819</td>
<td>459 job posts</td>
</tr>
<tr>
<td>Health Studies A.S.</td>
<td>20 classes / 62 credits</td>
<td>2.25 years</td>
<td>[Selected]</td>
<td>$9,427 in state</td>
<td>High rate of transfer to 4-year colleges</td>
<td>$42,774 - $51,553 with BS degree</td>
<td>661 job posts</td>
</tr>
</tbody>
</table>

Find more options.
Freshman Learning Communities & Meta Majors

Freshman Learning Communities with block schedules of 5 to 6 courses: 95% of non-Honors freshmen (Opt-out model)

1st Year GPA

<table>
<thead>
<tr>
<th></th>
<th>No FLC</th>
<th>FLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPA</td>
<td>2.73</td>
<td>2.96</td>
</tr>
</tbody>
</table>

Retention

<table>
<thead>
<tr>
<th></th>
<th>No FLC</th>
<th>FLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>81%</td>
<td>85%</td>
</tr>
</tbody>
</table>
Choice Architecture: Meta Majors

Business
Education
Exploratory
STEM
Humanities & Arts
Health Professions
Policy/Social Science
Challenge:

Gateway Courses
Strengthening Math Pathways

Pre-Calculus, College Algebra, Intro to Statistics

• DFW Prior to Change: 43%
  DFW Today: 28% (35% drop)

• Number of Students enrolled in courses taught through the MILE, 2016-17: 8,500

+1,275 Students Passing
## Adaptive Learning at Scale

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Students</th>
<th>Sections</th>
<th>DRW</th>
</tr>
</thead>
<tbody>
<tr>
<td>POLS 1101</td>
<td>American Government</td>
<td>4694</td>
<td>55</td>
<td>16.3%</td>
</tr>
<tr>
<td>MATH 1070</td>
<td>Elementary Statistics</td>
<td>2701</td>
<td>76</td>
<td>25.2%</td>
</tr>
<tr>
<td>ECON 2105</td>
<td>Principle of Macroeconomics</td>
<td>2340</td>
<td>38</td>
<td>19.2%</td>
</tr>
<tr>
<td>PSYC 1101</td>
<td>Introduction to General Psychology</td>
<td>2252</td>
<td>26</td>
<td>21.8%</td>
</tr>
<tr>
<td>POLS 2401</td>
<td>Global Issues</td>
<td>2250</td>
<td>35</td>
<td>18.9%</td>
</tr>
<tr>
<td>FILM 2700</td>
<td>History of the Motion Picture</td>
<td>2226</td>
<td>59</td>
<td>15.2%</td>
</tr>
<tr>
<td>ECON 2106</td>
<td>Principles of Microeconomics</td>
<td>2122</td>
<td>31</td>
<td>24.7%</td>
</tr>
<tr>
<td>MATH 1101</td>
<td>Introduction to Mathematical Modeling</td>
<td>2019</td>
<td>56</td>
<td>26.5%</td>
</tr>
<tr>
<td>MATH 1111</td>
<td>College Algebra</td>
<td>1540</td>
<td>45</td>
<td>20.2%</td>
</tr>
<tr>
<td>SOCI 1101</td>
<td>Introductory Sociology</td>
<td>1432</td>
<td>29</td>
<td>20.2%</td>
</tr>
<tr>
<td>MATH 1113</td>
<td>Pre-calculus</td>
<td>1289</td>
<td>34</td>
<td>27.5%</td>
</tr>
<tr>
<td>CHEM 1211</td>
<td>Principles of Chemistry I</td>
<td>1096</td>
<td>37</td>
<td>17.2%</td>
</tr>
<tr>
<td>BIOL 1103</td>
<td>Introductory Biology I</td>
<td>1051</td>
<td>48</td>
<td>24.8%</td>
</tr>
</tbody>
</table>
### Eliminating Bottlenecks: Peer Tutors

#### Supplemental Instruction (SI)

<table>
<thead>
<tr>
<th>Course</th>
<th>BIOL</th>
<th>POLS</th>
<th>PHIL</th>
<th>CHEM</th>
<th>ACCT</th>
<th>PHYS</th>
<th>CRJU</th>
</tr>
</thead>
<tbody>
<tr>
<td>No SI</td>
<td>2.41</td>
<td>2.82</td>
<td>3.24</td>
<td>2.68</td>
<td>2.93</td>
<td>2.74</td>
<td>2.26</td>
</tr>
<tr>
<td>SI</td>
<td>2.55</td>
<td>2.64</td>
<td>2.74</td>
<td>2.55</td>
<td>2.64</td>
<td>2.73</td>
<td>2.26</td>
</tr>
</tbody>
</table>

#### Course GPA

- **No SI:** 2.41
- **SI:** 2.91

#### One-Year Retention

- **No SI:** 83.5%
- **SI:** 91.2%

#### Students

- 9,700
Challenge:

Staying On Track
Advisement: GPS Advising

Predictive Analytics Project with EAB

10 YEARS OF DATA
2.5 MILLION GRADES
144,000 STUDENT RECORDS

800+ ANALYTICS-BASED ALERTS

30,000 STUDENTS TRACKED DAILY
# Academic Program Maps: B.S. in Chemistry

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete 1 of ENGL 1101, ENGL 1102 or ENGL 1103 (C or Better)</td>
<td>• Complete ENGL 1102 or 1103 (C or Better)</td>
</tr>
<tr>
<td>• Complete MATH 1113 or Higher (B- or Better)</td>
<td>• Complete MATH 2211 or Higher (B- or Better)</td>
</tr>
<tr>
<td>• Complete CHEM 1211K (B- or Better)</td>
<td>• Complete CHEM 1212K (B- or Better)</td>
</tr>
<tr>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 3</th>
<th>SEMESTER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete CHEM 2400 (B- or Better)</td>
<td>• Complete CHEM 3410 (C or better)</td>
</tr>
<tr>
<td>• Complete MATH 2212 (C or better)</td>
<td>• PHY 2212k (B- or Better) (C or better)</td>
</tr>
<tr>
<td>• Complete PHY 2211k (C or better)</td>
<td>• Maintain a cumulative GPA of 2.25 or Better</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 5</th>
<th>SEMESTER 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete CHEM 4000 with a C or Better</td>
<td>• Complete CHEM 4010 with a C or Better</td>
</tr>
<tr>
<td>• Complete CHEM 4110 with a C or Better</td>
<td>• Complete CHEM 4120 with a C or Better</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 7</th>
<th>SEMESTER 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete CHEM 4160 with a B- or better</td>
<td>• Complete CHEM 4190 with a C or Better</td>
</tr>
</tbody>
</table>

Alerts Based on Historical RPG Data

Graduation Rate in Major by Introductory Course Grade

Introduction to Chemistry
Natural Science majors

Music Theory I
Music majors

Comparative Politics
Political Science majors

A  B  C  D/F
70.0% 66.7% 39.5% 8.3%

A  B  C  D/F
66.7% 55.5% 12.5% 0.0%

A  B  C  D/F
81.8% 73.9% 25.0% 6.2%
Results: Increased Retention

Increased Average First Term Retention

Fall to Spring Retention

- Fall 2010: 83.4%
- Fall 2011: 84.6%
- Fall 2012: 87.9%
- Fall 2013: 89.0%
Results: Decline in Time to Degree

Credit Hours at Completion: All Bachelors Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>140</td>
</tr>
<tr>
<td>2010-11</td>
<td>140</td>
</tr>
<tr>
<td>2011-12</td>
<td>141</td>
</tr>
<tr>
<td>2012-13</td>
<td>141</td>
</tr>
<tr>
<td>2013-14</td>
<td>138</td>
</tr>
<tr>
<td>2014-15</td>
<td>135</td>
</tr>
<tr>
<td>2015-16</td>
<td>133</td>
</tr>
</tbody>
</table>
ROI for Students

$15 million

Savings to the Class of 2017 in tuition and fees when compared to the Class of 2013
Confounding Expectations

STEM Degrees Conferred Since 2011
(enrollment change)

Black  +69%  (12%)
Black Male  +111%  (15%)
Hispanic  +226%  (22%)
Impacts
Growing Recognition

THE WHITE HOUSE
WASHINGTON
The Cost of Inaction

The Calculus of Student Success: ROI

1-point increase in retention = 325 students

Average student tuition & fees annually/student = $9,800

ROI for each 1-point increase = 3.18 million/year
Georgia State Undergraduate Degrees Awarded

2010-11: 4,222
2016-17: 7,047

INCREASE:
+2,825 (+67%)
### Bachelor’s Degrees Awarded Annually

<table>
<thead>
<tr>
<th></th>
<th>2009–10</th>
<th>2016–17</th>
<th>6-Year Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>1,001</td>
<td>2,040</td>
<td>+1,039</td>
<td>+103%</td>
</tr>
<tr>
<td>Pell</td>
<td>1,298</td>
<td>2,957</td>
<td>+1,659</td>
<td>+128%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>196</td>
<td>509</td>
<td>+313</td>
<td>+160%</td>
</tr>
</tbody>
</table>
Graduation Rates by Race & Ethnicity

- **White**
  - 2003: 31.6%
  - Today: 50.4%
  - Today, with Clearinghouse Data Added: 76.4%

- **African American**
  - 2003: 25.6%
  - Today: 58.4%
  - Today, with Clearinghouse Data Added: 77.5%

- **Hispanic**
  - 2003: 22.0%
  - Today: 57.6%
  - Today, with Clearinghouse Data Added: 76.7%
#1 in Degrees Conferred to African Americans

Top 100 Degree Producers: Non-Profit Universities

2016 African-American Bachelor’s—All Disciplines Combined

<table>
<thead>
<tr>
<th>Institutions</th>
<th>State</th>
<th>Total</th>
<th>%Grads</th>
<th>%Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Georgia State University</td>
<td>GA</td>
<td>1805</td>
<td>38%</td>
<td>8%</td>
</tr>
<tr>
<td>2. FAMU</td>
<td>FL</td>
<td>1584</td>
<td>95%</td>
<td>6%</td>
</tr>
<tr>
<td>3. University of Maryland-University College</td>
<td>MD</td>
<td>1409</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>4. University of Central Florida</td>
<td>FL</td>
<td>1316</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>5. North Carolina A &amp; T State University</td>
<td>NC</td>
<td>1196</td>
<td>80%</td>
<td>7%</td>
</tr>
<tr>
<td>6. Howard University</td>
<td>D.C.</td>
<td>1160</td>
<td>90%</td>
<td>-6%</td>
</tr>
<tr>
<td>7. Florida Atlantic University</td>
<td>FL</td>
<td>1087</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>8. Florida International University</td>
<td>FL</td>
<td>1020</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>9. University of Memphis</td>
<td>TN</td>
<td>1011</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>10. The University of Texas at Arlington</td>
<td>TX</td>
<td>992</td>
<td>13%</td>
<td>-7%</td>
</tr>
</tbody>
</table>

Source: Diverse Issues in Higher Education
2017 Brookings Institution Social Mobility Ranking

#1 University in Georgia
#25 in the United States

Student Income Growth from College Entry to Mid Career

$82,200

Median Income Mid Career